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Marketing Plan Implementation over Business Start-up: Food Combining at PT. BERAS JAGUNG NUSANTARA

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This research aimed to make the business activity to be conducted with accordance a plan and also to find out the position of company this time, direction of the company's goals and how to achieve the market target. The result shows a company tries to offer Food Combining product which is different with product existed in the market (both from the taste, quality, or affordable price). Here, the operational activities of market company are really possible to be run so that company can offer more competitive price compared to import products that have entered the market. The increase of market share taken by PT. Beras Jagung Nusantara become is very significant with constant increase value per year 5% then in the end of the fifth year. Furthermore, PT. Beras Jagung Nusantara have a target to take market share amounted 25% from company planning elaboration and analysis. Thus, this company can be worth running and promising a business.

Keywords: marketing, company value, Market share, company strategy, market condition.

1. INTRODUCTION

The number of world population who suffer from diabetes is increasingly worrying. In 2.000 the number of world population who suffer from diabetes has reached 171.230.000 people and in 2030 it is estimated that the number of diabetics in the world will reach 366.210.100 people or increased for 114% in period of 30 years [1]. The statistical data of diabetics on world version of WHO in 2000 and projection of total world in 2030. Indonesia occupied the 4th biggest place with growth of 152% or from 8.426.000 people in 2.000 into 21.257.000 people in 2030. Mining is considered as one of the main anthropogenic activities that cause environmental contamination with potential for toxic elements (PTE), including: arsenic (As), cadmium (Cd), cobalt (Co), copper (Cu), lead (Pb), manganese (Mn) and zinc (Zn) [2, 3, 4]. All these PTE are health risk of human health in inorganic is really poisonous with carcinogen related with the amount of health problems that occur, including, infertility and cardiovascular and neurological problems [5]. Cd bias causes many pathological problems such as -

high blood pressure, diabetes, skeletal damage and cancer [6]. In China, the mining activities are mostly conducted in village area. As a consequences, this activity (along with other industrial processes) have caused population in villages is exposed with high PTE (and other toxins) level. In 2009, the journalist Deng Fei issued a 'Google' map that shows value 100 "Cancer Village" in China [7]. Recently, a map which is issued online identified 247 "Cancer Village" in China [8]. The negative impact of human health comes from acute and chronic exposure for high level of PTE is documented widely [9, 10]. Here, Segmenting, Targeting, Positioning (STP) is a modern marketing strategy from PT. Beras Jagung Nusantara have a several composition such as (1) segmenting, is activity of dividing or categorizing heterogeneous market into homogeneous market or have similarities in terms of interest, purchasing ability, geography, purchasing activity or lifestyle; (2) targeting, after company identifying market segment opportunities, next, is evaluate those various segment to decide which segment that become the market target.

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In evaluating different market segment, company must see two factors which are overall market attraction also purpose and resource of the company [11, 12].

2. METHODOLOGY

Based in elaboration above, the problems to be discussed are as follows (a) Behavior change of Indonesian consumers in consuming foods, lifestyle trend of society this time, they want practical and instant products, (b) Consuming rice excessively can increase blood level in body that can cause various types of disease, (c) Indonesia is in the 4th place in the world as diabetics in 2000 which is 8.426.000 and estimated will keep increasing with the growth of 152% in 2030 reached 21,257.000. (c) Reviewed from its characteristic, the prevalence of cancer in Indonesia is tend to increase along with the age increase, that is why cancer is called as degenerative disease.

A. Business Opportunities

Corn rice has savory taste and can give full effect as well as rice. But, when eating corn rice, the stomach will not easily full so that people will eat in a big portion. Corn rice this time is relatively hard to find compared to rice. Figure 1 and 2 below shows that Result of tester testing between Analog Corn Rice (Combining), White rice (single), and Red rice (single).



Figure 1. Comparison of Corn Rice (Combining) taste is more delicious than red rice (single)

In Figure 2. Explained that, taste comparison of Corn Rice (Combining) is more delicious than red rice (single) number of respondents who are strongly agree 60%, agree 30%, and disagree 10% (Combining) is more delicious than white rice (single)

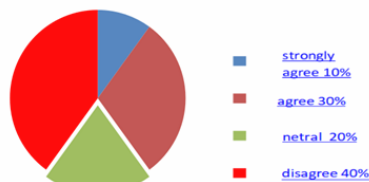


Figure 2. Comparison of Corn Rice (Combining) is more delicious than white rice (Single)

In Figure 2. Comparison of Corn Rice (Combining) is more delicious than white rice (Single) is explained that respondent who are strongly agree 10%, agree 30%, and disagree 40%. Business opportunities from result of

research is food combining of corn rice (Combining) with a taste of approaching white rice (single), but, have equal nutrition value to red rice (single). Corn rice (combining) has taste which is more delicious than red rice (single). Food Combining provides choices for society to obtain nutrition and fiber intake which has been packaged practically with easiness to obtain it, different and delicious taste sensation, and it does not contain of additive substances which are dangerous for the body when being consumed excessively. Food Combining becomes solution for effort in healthy life implemented by society. This is opportunity to learn technology, so that corn is chosen based food texture to maximize its taste also do not eliminate the taste.

B. Nutritional Content and Benefits of Corn Rice

The comparison of nutritional content between Corn rice (Combining), Red rice (Single), and White rice (Single) is showed in Table I.

Table I. Comparison of Nutritional Content Corn rice (Combining), Red rice (single), and White rice (single)

No	Nutritional content	Corn rice (Combining)	Red rice (Single)	White rice (Single)
1.	Energy	150 kcal	110 kcal	204 kcal
2.	Carbohydrate	11,4 grams	22,78 grams	44,08 grams
3.	Fat	0,6 gram	0,89 gram	0,44 gram
4.	Fiber	0,4 gram	1,8 grams	0,6 gram
5.	Phosphor	47 mg	-	-
6.	Vitamin B2	0,04 mg	-	-
7.	Protein	6,8 grams	2,56 grams	4,2 grams
8.	Vitamin A	30 RE	-	-
9.	Vitamin B1	0,07 mg	-	-
10.	Vitamin B3	60 grams	-	-
11.	Vitamin C	3 grams	-	-
12.	Iron	0,3 gram	-	-
13.	Calcium	2 mg	-	-

Source: fatsecret.co.id, 2017

C. Business Environment Analysis

Determining company strategy is using method called porter five's force to determine opportunities and threats (see Figure 3 and Table II).

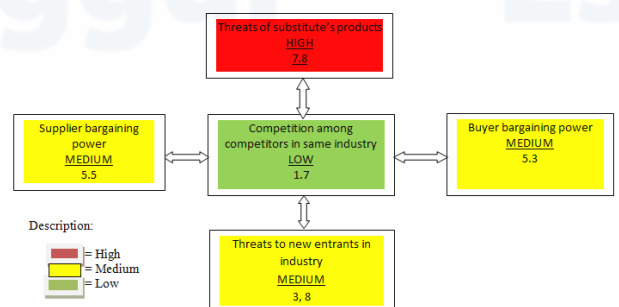


Figure 3. Business Environment Analysis Model

Table II. Business Opportunities

OPPORTUNITIES
V policy package related to water management and licensing simplification in BPOM.
The rise of e-commerce will increase food and drinks trade through these actors.
Food combining product is increasingly in demand
Instant lifestyle
People awareness in healthy lifestyle is increasing every year
The role of education world to rice and corn agribusiness is high
Alternative food for diabetics and for diet program.
Corn rice market segment is wide

Table III. Business Threats

Threat	
1.	Competition and cycle of food and drink products will occur due to the existence of ASEAN Economic Community (AEC).
2.	The role of banking institution to rice and corn agribusiness is low
3.	Competition from vegetable ingredients
4.	Uncertain global economic condition will affect the price of raw materials
5.	Image of society which judge that corn is cheap food
6.	The lack of knowledge about corn rice nutritional value
7.	Plagiarism of corn rice products.

3. RESULT AND DISCUSSION

Beras Jagung Nusantara is an Incorporated Company with capital owned by 5 people with equal stock composition which is 28,6% which is located in Citra Raya warehousing, exactly in Jl. Biz Link Boulevard Blok L1 No. 1 Tangerang 15710 Banten, Indonesia.

A. Vision and Mission of The Company

Vision and mission of Beras Jagung Nusantara company "To be the best company on national scale in corn rice food industry". The Mission of the Company are as follows: (a) Providing natural product by utilizing modern and hygienic technology; (b) Maintaining and improving employee potential by developing science and technology; (c) Maintaining company chain integrity.

B. Strategy Formulation

Strategy formulation involved determination of appropriate action series in order to achieve company goals. This strategy formulation includes development of SWOT analysis business mission, identifying opportunities and external threats also measure and determined internal weaknesses and benefits and determining short term goals.

Table IV. Competitor Profile Matrix of PT. Beras Jagung Nusantara

Important Success Factors	Weight	PT. Beras Jagung Nusantara		SAKURA		Resteja	
		Ranking	Score	Ranking	Score	Ranking	Score
1. Price	0,25	4	1	4	1	3	0,75
2. Varian	0,2	4	0,8	3	0,6	4	0,8
3. Distribution	0,3	3	0,9	3	0,9	4	1,2
4. Shape	0,09	2	0,18	2	0,18	3	0,27
5. Technology	0,08	3	0,24	3	0,24	2	0,16
6. Packaging	0,08	3	0,24	3	0,24	2	0,16
Total	1		3,36		3,16		3,34

C. IE Matrix

Score obtained from result is EFAS (3,03) and IFAS (3,4), then position is in quadrant I (see Figure IV).

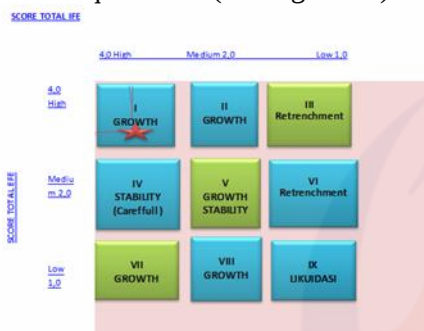


Figure IV. Internal – External (IE) Matrix

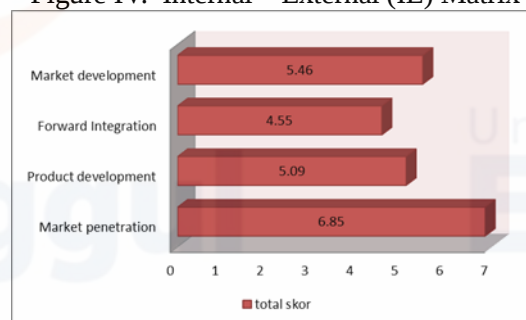


Figure 5. Company Strategy Formulation

Market Penetration is effort of company to increase sale for products and market that has been provided through more aggressive marketing efforts. Based on result from table above, calculation obtained are Market Development (5.46), Forward Integration (4.55), Product Development (5.09), and Market Penetration (6.85). Then the strategy chosen is Market Penetration for 6.85

D. Segmentation Based on Needs

Production is company PT. Beras Jagung Nusantara has used modern technology which is extruder machine, by using this modern technology, PT. Beras Jagung Nusantara can conduct production maximally and more efficiently, and also can reduce expenses with few employees. Analog corn rice product has taste which is approaching white rice (single), but have nutritional value which is equal to red rice (single). Analog corn rice product has taste which is more delicious than red rice (single). In Table 5. Market segment for middle-up is as follows:

Table V. Market Segmentation

Indicator	Quarterly I	Quarterly II	Quarterly III	Quarterly IV
Market Share (Pack/Day)	138,905	138,905	138,905	138,905
Market Target (%)	2%	3%	4%	5%
Market Target (Pcs/Day)	2,778	4,167	5,556	6,945
Market Target (Cardboard/Day)	556	833	1,111	1,389

E. Normal

Performance	Year -0 (2017)			
	Quarterly I	Quarterly II	Quarterly III	Quarterly IV
Market Demand - Population (Pack/Month)	3,341,300	3,341,300	3,341,300	3,341,300
Market Demand - E-Commerce (Pack/Month)	371,256	371,256	371,256	371,256
Total Market Demand	3,712,555	3,712,555	3,712,555	3,712,555
Supply to Market	2%	3%	5%	5%
Sales Estimate (Pack/Month)	74,251	111,377	185,628	185,628
Market Demand- Population (Pack/Month)	79,126	118,764	197,940	197,940
Market Demand- E-Commerce (Pack/Month)	4,167	6,251	10,418	10,418
Sales Estimate (Cartoon/Month)	14,850	22,275	37,126,930	37,126,930
Unit Price				
Distributor Sale	16,750	16,750	16,750	16,750
E-Commerce Sale	18000	18000	18000	18000
Income				
Distributor Sale	1,326,196,761	1,989,294,141	3,315,491,901	3,315,491,901
E-Commerce Sale	75,008,772	112,513,158	187,521	187,521
	1401,205,553	2101,808,299	3503,013,831	3503,013,831
Total Income				31,527,124,481

In normal scenario of PT. Beras Jagung Nusantara for a year, started with the first quarterly reached sales estimate 74,251 pack/month, 111,377 pack/month in second quarterly, 185,628 in third quarterly, and fourth quarterly of PT. Beras Jagung Nusantara total income for normal scale in Y-0 is Rp. 31,527,124,481.

4. CONCLUSION

PT.beras Jagung nusantara is its marketing strategy using digital marketing. Target of PT.Beras Jagung Nusantara are people with age 40 years and above, people who are aware with healthy lifestyle. sales estimate in first quarterly 83.343, in second quarterly 125.015, in third quarterly 166,686, and the fourth quarterly 208.358. total income of PT. Beras Jagung Nusantara in pessimistic scheme in Y-0 is Rp. 27.605.103.315,30.

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